

Message Text

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61

ACTION COME-00

INFO OCT-01 ARA-10 EUR-12 EA-09 NEA-10 ISO-00 EB-07 /049 W

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R 191741Z DEC 75

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 6266

INFO AMCONSUL FRANKFURT

AMEMBASSY LONDON

AMEMBASSY MEXICO CITY

AMCONSUL MILAN

AMEMBASSY SINGAPORE

AMEMBASSY STOCKHOLM

AMCONSUL SYDNEY

AMEMBASSY TAIPEI

AMEMBASSY TEHRAN

AMEMBASSY TOKYO

UNCLAS PARIS 33273

E.O. 11652: N/A

TAGS: BEXP, FR

SUBJ: PRODUCT MARKETING SERVICE (PMS) OFFERED BY US
TRADE CENTERS

REF: STATE 297149

1. EMBASSY COMMERCIAL AFFAIRS BRANCH CUSTOMARILY OFFERS
ALL SERVICES IN PMS PACKAGE FREE OF CHARGE EXCEPT FOR
OFFICE AND DISPLAY SPACE. ALSO COMAFF IS BETTER
EQUIPPED THAN USTC TO PROVIDE REPFIND SERVICES AND
BACKUP COMMERCIAL INTELLIGENCE UNLESS SHOW ON VISITOR'S
THEME IS ACTUALLY IN PROGRESS.

2. OF COURSE, IF OFFICE AND DISPLAY SPACE IS DESIRED
BY VISITOR, USTC WILL PROVIDE OTHER SERVICES LISTED
IN PACKAGE TO JUSTIFY \$25 FEE. IN THAT EVENT COMAFF
WOULD BACKSTOP USTC IN REPFIND WORK AND BUYER
IDENTIFICATION. SUBSTANTIAL PERCENTAGE OF TRADE
CENTER PROMOTIONS HAVE HERETOFORE BEEN COMPRISED
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OF NOTHING MORE THAN SERVICES ENUMERATED IN REFTL

PARA 3. IN PRACTICE EMBASSY WONDERS HOW CMM MIGHT
DIFFERENTIATE BETWEEN THESE MODEST BSP'S AND PMS
ACTIVITIES FOR BILLING PURPOSES.

3. IF OFFICE AND DISPLAY SPACE NOT REPEAT NOT
NEEDED, WE ASSUME USDOC WOULD NOT WISH US TO DENY
VISITOR USUAL GRATIS SERVICES AND SEND HIM INSTEAD
TO TRADE CENTER ACROSS TOWN FOR SAME SERVICES AT A
FEE.

4. WHILE EMBASSY UNDERSTANDS THAT PMS NOW IN EFFECT
PER REFTEL, WE BELIEVE THAT FULL DISCUSSION AT
PARIS TCD CONFERENCE IN FIVE WEEKS TIME WOULD BE
USEFUL PRIOR TO FINALIZING PROGRAM. ACCORDINGLY
SUGGEST PRINTING OF CONDITIONS OF PARTICIPATION
REFERRED TO REFTEL PARA 10 BE DEFERRED UNTIL AFTER
THAT CONFERENCE.
RUSH

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NNN

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